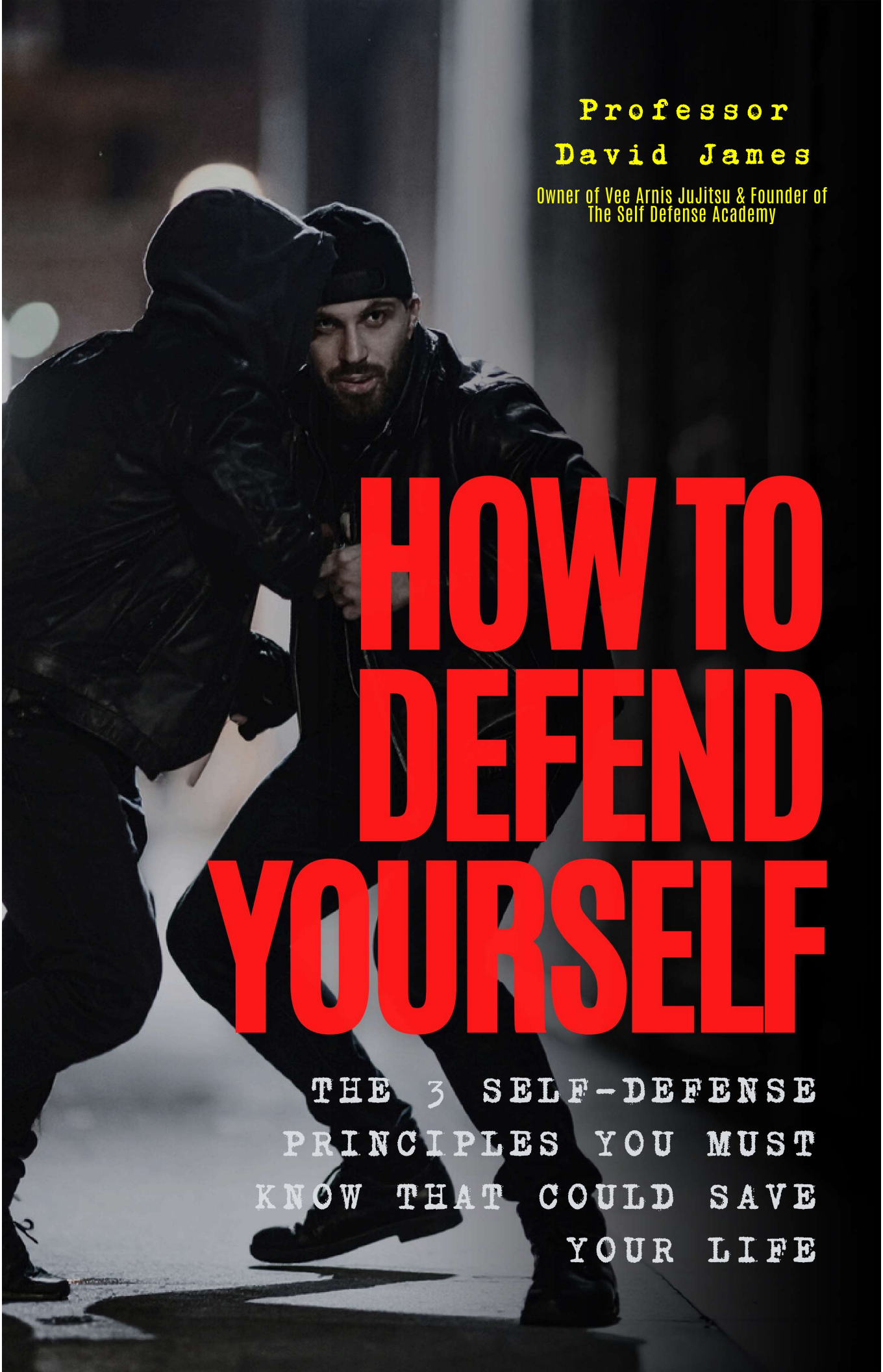


Professor
David James
Owner of Vee Arnis JuJitsu & Founder of
The Self Defense Academy

HOW TO DEFEND YOURSELF

THE 3 SELF-DEFENSE PRINCIPLES YOU MUST KNOW THAT COULD SAVE YOUR LIFE

INTRODUCTION

Let me tell you something.

This isn't just another self-defense book. This is my life. And if you're reading this, you're probably ready to stop feeling afraid, stop feeling unprepared, and start taking control. I respect that. But before we dive into the principles that could save your life, I want you to understand where I'm coming from.

I wasn't supposed to make it. My parents were immigrants. My father thought I'd be a bum. I barely made it through high school. That's because I hated school. I felt like I'm not going to use that in the real world. Instead, I loved working with my hands. At that time, my father was an engineer and ran a 52-apartment building. My brother and I? We were the maintenance crew – cleaning, taking out garbage, doing all kinds of stuff. That's how I learned what hard work meant.

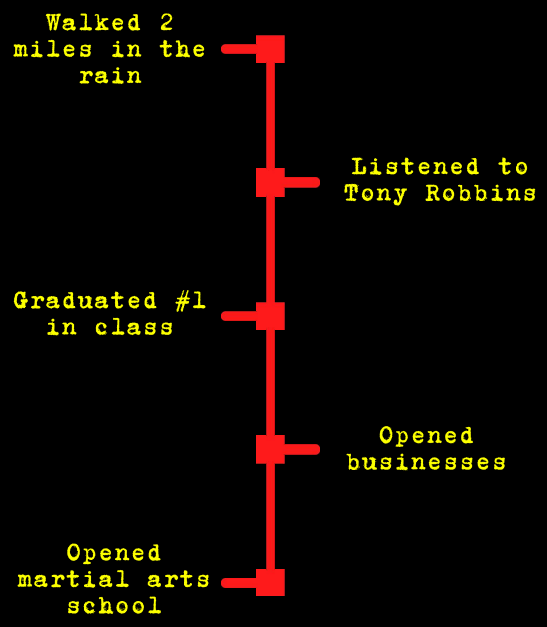
He used to say, *"There's never enough time to do it right, but there's always enough time to do it over."*

He wanted me to go to college. For immigrants, education was the only way. So, when I said I wasn't going to school anymore, the whole house erupted. I heard my father through the walls, arguing with my mother, saying, *"Your son is gonna be nothing."*

But thankfully, I had one teacher who believed in me. Just one. And that changed everything.

My parents eventually divorced and when that happened, I blamed myself. But I made a decision: I'm not gonna be the weak link in the family. I liked automobiles so I decided to make that my career. I worked. Joined a training.

Everyday I walked 2 miles, but one day, I walked in the pouring rain to get to training because my father wouldn't give me bus fare. I walked back home soaking wet and my father couldn't believe it. But that day, I told him, *"I would never ask you for a dime, not one cent, again in my life."*



That was the day I went to work.

I bought Tony Robbins' tapes. Listened to them every day. Reprogrammed my mind. My friends weren't talking about success, but Robbins was. Les Brown was. Zig Ziglar was. And I soaked it all in.

I graduated. I was the youngest kid. The instructor said, *"I don't know what's driving you, but I've never seen anyone work like this."*

WHAT'S A "LINE IN THE SAND" MOMENT IN YOUR LIFE—WHEN YOU SAID, "NEVER AGAIN"?

I moved job to job until I saw an old man get fired for being too slow. That's when I said, enough. I realized that's how some businesses treat you and I didn't ever want to be in that position. So, I opened my own cleaning business. Then auto detailing. Then martial arts schools. I went all in. I was comfortable, but good enough isn't good enough if you could be better. I knew I had more to give. I believed in me.

When I opened my third and biggest school in Manhattan, everyone said I was crazy. I signed a million-dollar lease with $800 in my pocket.

The first two years? Hell.

So I thought of learning Muay Thai, a Thai martial art, and adding it to our system since we only had JuJitsu. The people around me then didn't agree with that idea and told me to never touch the money of my business. But a miracle happened! One day, someone in a deli I used to eat at asked me, "What's going on Dave? You don't look too good today." I told him about my situation and he lent me the money. He just told me to pay him back with interest and get his two kids training with me for life!

Just like that! I went to Thailand. Learned Muay Thai. Brought it back. That Thai training saved the school.

We were open for 15 years—until the World Trade Center collapsed.

"GOOD ENOUGH ISN'T GOOD ENOUGH IF YOU COULD BE BETTER."

I lost everything three times. Slept on a friend's couch. I refused to go back to my mother's house because I knew it would've made me too comfortable and I wouldn't have been able to bounce back. I wanted growth. I rebuilt. Again. And again.

People ask me, "What qualifies you to teach self-defense?"

I lived it.

I'm still living it today.

Let's dive in.

→ You can also watch my full comeback story on YouTube, To do so, just click here.

→ Moshe Katz, CEO of Israeli Krav International, a former student of mine wrote about what it was like learning from me. Read about his experience taking our class here.

PRINCIPLE #1: MINDSET

Before any skill, before any technique—your mindset is what saves you. If I didn't commit to personal development, I wouldn't be here.
Your mind controls your reaction. If you freeze, you lose. But if you've trained your brain to respond—to act—you WILL survive.
My suggestion?
Just like I did, start listening to personal development mentors and absorb what you can from them. Here are a few you can check out:

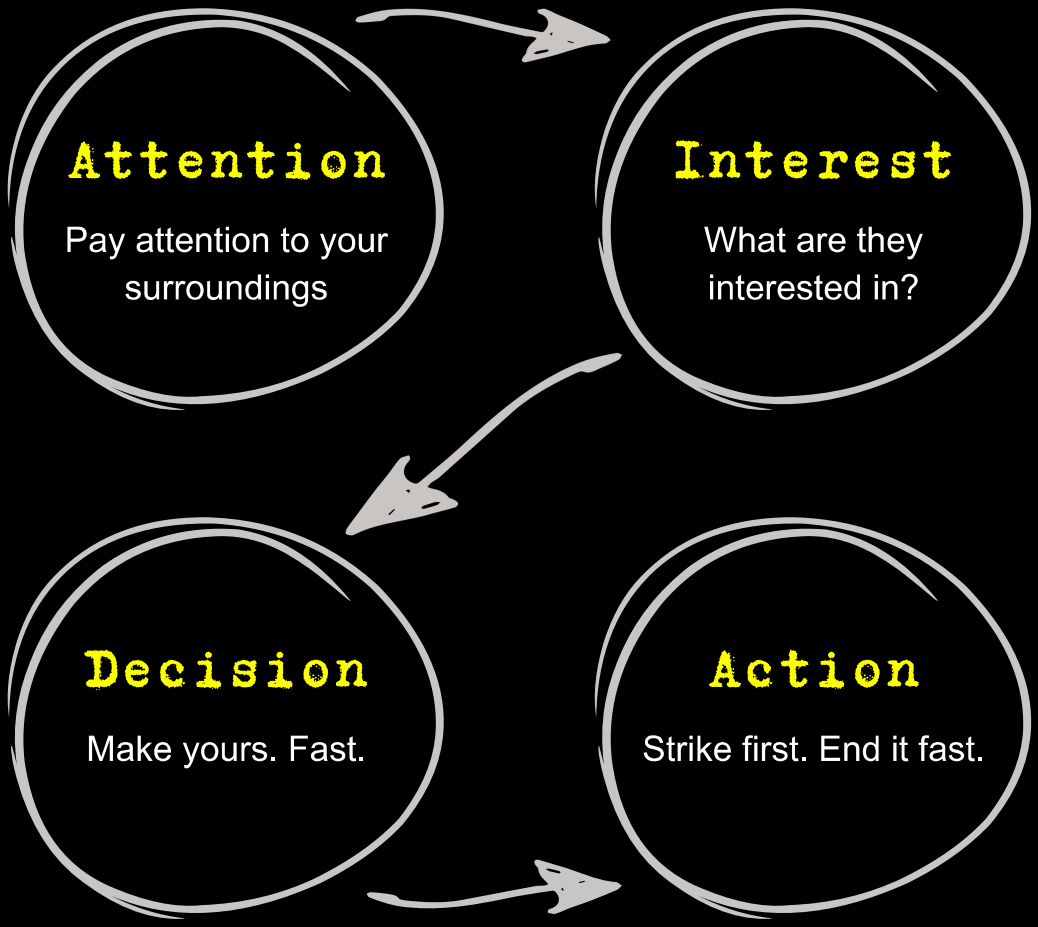
- David Goggins
- Tony Robbins
- Mel Robbins

Then, learn the Universal Laws and the 10 Commandments of Self-Defense.

Start your reprogramming today. Click here to listen to Tony Robbin's podcast.

There are universal laws in self-defense and in a combat situation. These are techniques that no matter where you are in the world, you get the same result (gravity for example). You just need to know what to look out for so you can identify and use it.

UNIVERSAL LAW: A-I-D-A



We don't practice just defense. We practice **self-offense**.

I teach 12 Universal Laws inside my signature course, the 90-Day Self-Defense Challenge.

Memorize them. Live them. They might just save your life.

PRINCIPLE #2: SKILLSET

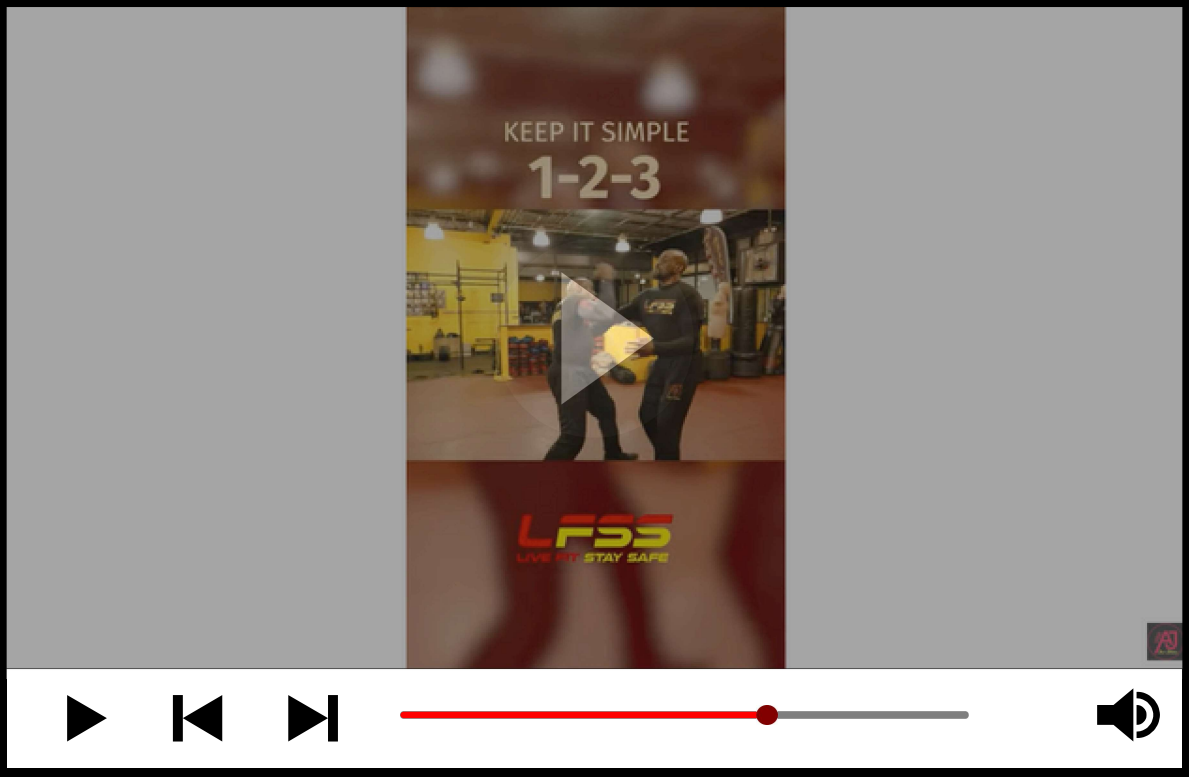
Now you train your body. Because once your mind is ready, you better have the skill to back it up.

I created the **1-2-3 HIT System**.

It's designed so anyone—yes, anyone—can stop an attack in 3 moves or less.

One guy in Europe—no martial arts training—used it. He told me he just heard my voice in his head: *"1-2-3 HIT."* It saved his life.

Click below to watch a quick demo of the 1-2-3 HIT system.



Here’s how you respond to two common scenarios:

SCENARIO 1: THEY GRAB YOU WITH ONE HAND.

1 - Hand to their face.

2 - Strike the groin.

3 - Strike the groin again. Hard. Then yank them down.

SCENARIO 2: THEY GRAB YOU WITH BOTH HANDS.

(Remember: Don’t panic! If both their hands are on you, they can’t pull a knife.)

1 - Poke the eyes.

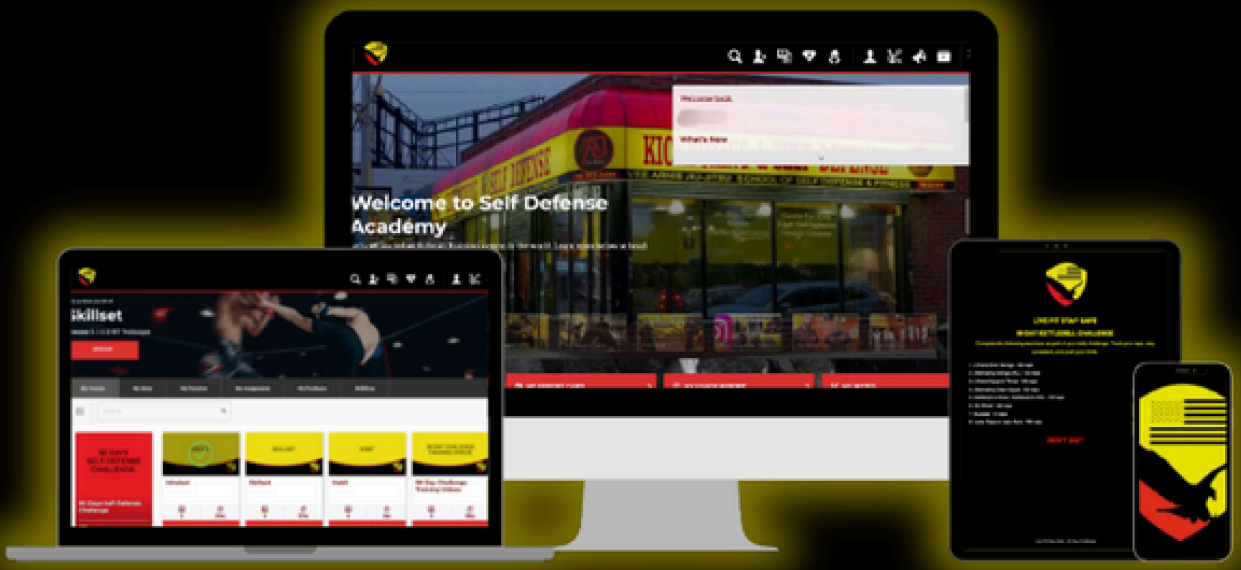
2 - Hit the groin.

3 - Eye again, punch, or elbow. Then yank them down.

Simple. Fast. Effective.

I don’t teach sport.
I don’t teach theory.
I teach survival.

WANT TO LEARN THE BLUEPRINT?



Join the 90-Day Self-Defense Challenge.

Master real, street-proven self-defense so you can protect yourself and your loved ones.

👉 Learn the 12 Universal Laws of Self-Defense
👉 Train with the 1-2-3 HIT System
👉 Learn the 5 Angles of Attack, V-Stepping, Power of 8, and more
👉 Build muscle memory that saves lives

ENROLL NOW

PRINCIPLE #3: HABITS

"You don't rise to the level of your goals.
You fall to the level of your systems."

Your habits = your success. So, what are the habits you need? Here they are:

✅ Work your mind every day.
✅ Stay strong—exercise consistently.
✅ Keep your word. Train when you say you will.
✅ Do it for yourself. Do it for your loved ones.

Emergencies don't schedule themselves. You don't get a warning. Be ready.

DAILY HABITS FOR SURVIVAL

- ☑ 10 min mindset
- ☑ 30 min movement
- ☑ 1 self-defense drill
- ☑ 1 personal promise kept

Challenge: For the next 3 days, do these. Don't miss a day.

CONCLUSION

Picture this: There's a car accident. Everyone's frozen. Afraid. No one knows what to do.

But a firefighter? A medic? Law enforcement?
They jump in.

Why?

Mindset. Skillset. Habits.

That's the confidence I want for you.

Learn the three principles.
Train.
Repeat.

And when chaos hits—you'll know what to do.

That's why I created the 90-Day Self-Defense Challenge.
Follow it step-by-step. Become someone who protects and leads.

PAY ATTENTION!

Never feel like a helpless victim (again). If you're ready to have the skills, confidence, and mindset to protect yourself in any situation, here's what you can do now:

Join the Self-Defense Challenge: Learn Street Self-Defense in 90 Days now.

Or call us: +1 (718) 252 8944

If you're interested in working one-on-one with our edge weapons program, contact us at support@the-sda.com

— Professor David James